



UNIVERSITI TEKNOLOGI MARA

PMA651: SPECIALTY PRINTING

Course Name (English)	SPECIALTY PRINTING APPROVED		
Course Code	PMA651		
MQF Credit	3		
Course Description	This course introduces the student to the new era of printing technology which is specialty printing. The field of specialty printing technology is mainly respond to the needs of merchandising industries with innovation of common printing method and different substrates. This course contribute understanding to the role of specialty printing to be apply on various products. Specialty printing and imaging technologies used in fabric decorating, decals for marketing, industrial, and functional printing, security printing and various forms of packaging. Printing on various materials using special processes including screen printing, pad printing, sublimation printing, digital imaging, and post print finishing.		
Transferable Skills	Problem solving and innovation		
Teaching Methodologies	Lectures, Field Trip, Case Study, Tutorial, Discussion, Presentation, Industrial Talk		
CLO	CLO1 Recognise the innovation on specialty printing for personalized on merchandise items. CLO2 Identify the different types of material/substrates that capable to be printed on specialty printing technology. CLO3 Produce products based on specialty printing technology.		
Pre-Requisite Courses	No course recommendations		
Reading List	<table border="1"><tr><td>Recommended Text</td><td><ul style="list-style-type: none">• Sandu Publishing Co., Ltd. 2015, <i>printing with special effects / edited and produced</i>, Sandu Publishing Co., Ltd. [ISBN: 9789881426048]• Caspar Williamson 2011, <i>Reinventing Screen Printing</i>, Rotovision Mies, Switzerland [ISBN: 9782888931560]• Jiajia Xia 2014, <i>Printing Technology</i>, Artpower Hong Kong: [ISBN: 9881668700]• Caspar Williamson 2013, <i>Low-Tech Print</i>, Laurence King Publishing [ISBN: 1780672977]• 2010, <i>Print Workshop</i>, Clarkson Potter [ISBN: 0307586545]• Vanessa Mooncie 2014, <i>The Print Making Book</i>, Guild of Master Craftsman Publications Limited [ISBN: 9781861089212]</td></tr></table>	Recommended Text	<ul style="list-style-type: none">• Sandu Publishing Co., Ltd. 2015, <i>printing with special effects / edited and produced</i>, Sandu Publishing Co., Ltd. [ISBN: 9789881426048]• Caspar Williamson 2011, <i>Reinventing Screen Printing</i>, Rotovision Mies, Switzerland [ISBN: 9782888931560]• Jiajia Xia 2014, <i>Printing Technology</i>, Artpower Hong Kong: [ISBN: 9881668700]• Caspar Williamson 2013, <i>Low-Tech Print</i>, Laurence King Publishing [ISBN: 1780672977]• 2010, <i>Print Workshop</i>, Clarkson Potter [ISBN: 0307586545]• Vanessa Mooncie 2014, <i>The Print Making Book</i>, Guild of Master Craftsman Publications Limited [ISBN: 9781861089212]
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Article/Paper List	This Course does not have any article/paper resources		
Other References	This Course does not have any other resources		